



THANKSGRILLING

2022 Style Guide

THANKSGRILLING

2022 MANIFESTO

Thanksgiving brings people together. Grilling brings people together. So it makes perfect sense to bring Thanksgiving and Grilling... together! That's the idea behind Thanksgrilling – **CELEBRATING THE BEST OF GRILLING WITH A PARTY AT YOUR LOCAL ACE.**

At hundreds of communities across the US, Ace will be grilling in the parking lot, sharing demos, tips and tricks that can add a special smoky kick to your family feast. With a partner like Traeger, and Chef Jason at the grill, BBQ fans can also join in the fest online, with special deals on grills and recipes tailored for how you like to grill.

HAVE WE IGNITED YOUR PASSION FOR GRILLING?

Then it's time to don your favorite grilling apron and grab those tongs for a BBQ party for the ages. Celebrate Thanksgrilling with us at your local Ace.





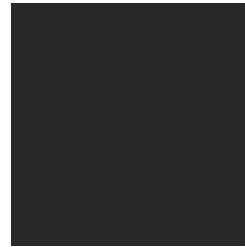
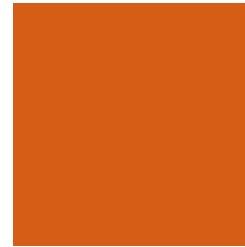
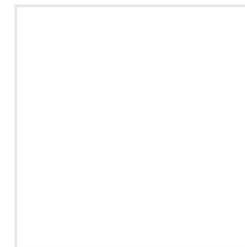
PRIMARY



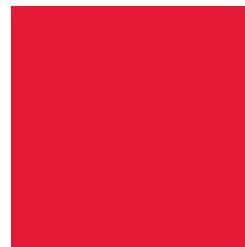
black box is for placement only

- Most preferred logo
- Ideal use on light or white backgrounds

PRIMARY

**SLATE BLACK****BURNT ORANGE****WHITE**

SECONDARY

**ACE RED****BLACK****CMYK**

C	70
M	63
Y	64
K	66

CMYK

C	15
M	75
Y	100
K	3

CMYK

C	0
M	0
Y	0
K	0

CMYK

C	0
M	100
Y	81
K	4

CMYK

C	0
M	0
Y	0
K	100

RGB

R	43
G	43
B	42

RGB

R	209
G	94
B	20

RGB

R	0
G	0
B	0

RGB

R	227
G	55
B	25

RGB

R	0
G	0
B	0

HEX

2A2B2A

HEX

D15E14

HEX

FFFFFF

HEX

D40029

HEX

000000

This color palette should be used across all channels in typography, graphic elements and backgrounds.

Fonts have been selected for their simplicity, boldness and adherence to brand standards.
Our standard price treatment remains the same throughout the quarter.

HEADLINE

Leopard

UPPERCASE

Optical Kerning 10

Subhead

Roboto Black

Title Case

Optical Kerning - 0

Accent voice subheads

Roboto Slab

Sentence case

Metric Kerning - 0

Use Roboto Slab for lorem ipsum dolor and et al.

Body

Roboto Regular

Sentence case

Optical Kerning - 0

BACKGROUNDS

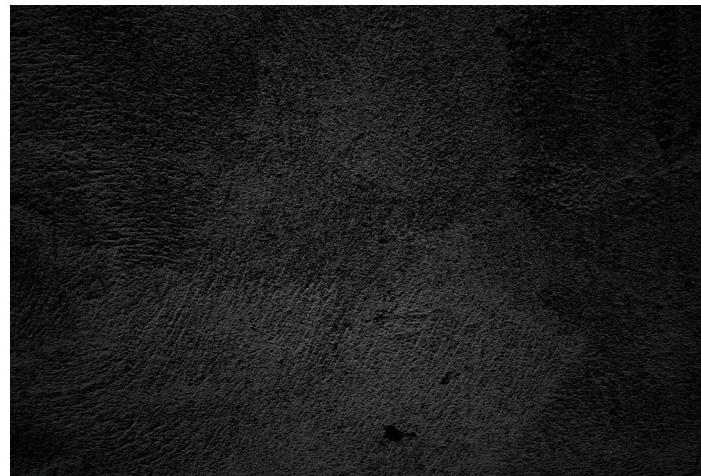
AUGUST 8, 2022 4:34 PM



Textures will be used to bring Thanksgrilling to life, adding dimension to collateral.



Solid Slate Black



Textured Slate Black

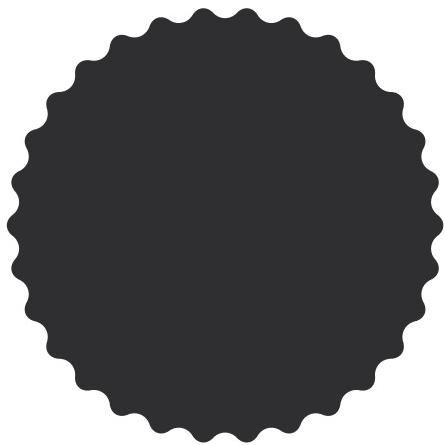


Smokey Dark with Wooden Floor



MAIN BACKGROUND IMAGE

Ironwood 885 shot with grilled pie should be the primary background image in most collateral. When adding text, add a slate black gradient overlay for legibility



SLATE BLACK SEAL

Use to denote event details

Collateral Examples

Window Poster



End Cap



1080x1080 (Facebook, Instagram)



TEXT COPY:
Light a candle and get your taste buds FIRED UP for Thanksgrilling. Experience all your favorite scents from pumpkin pie to turkey! Enjoy it all month and you'll be ready for the big Thanksgrilling BBQ Party at Ace. Get yours at acehardware.com



TEXT COPY:
Ready to grill your holiday feast? We can help! Discover everything great about grilling on a Traeger including recipes, deals, giveaways and games for the whole family. If you love to grill, you can't miss this party!



TEXT COPY:
CELEBRATE THANKSGRILLING WITH ACE



TEXT COPY:
Don't miss your chance to experience the latest Traeger grills plus recipes, tips and fun family activities. It's a celebration of the best in BBQ and it's happening today, in store and online.

AMM Email

ACE
The helpful place.

Grill Your Holiday Feast With Help From Ace



THINK OUTSIDE THE OVEN THIS THANKSGIVING

- Grilling Demos
- Special Promo Offers & Giveaways
- Activities for Kids and Adults



Celebrate with us! Saturday, November 19th, 11AM – 2 PM

Add some smoky, delicious flavor to your Thanksgiving feast with help from Ace. Discover everything great about grilling on a Traeger, including recipes, deals, giveaways and games for the whole family. If you love to grill, you can't miss this party!

store info:
1234 Name ST.
City, ST 12345
(123) 456-7890



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